

ABSTRACT

Spotify, as a pioneer in digital music streaming services, has successfully transformed the way people experience music by integrating convenient access, intelligent recommendation algorithms, and social features into one cohesive platform. In the midst of increasing competition, retaining users has become a critical challenge for subscription-based businesses. This study aims to explore how key elements such as ubiquity, new content discovery, social connectivity, and e-satisfaction influence customer loyalty and user attitude, which ultimately shape users' repurchase decision toward Spotify Premium services in the Indonesian market.

Using a quantitative approach, the data was collected through an online survey involving 202 active Spotify Premium users. The collected responses were analyzed using Structural Equation Modeling (SEM) to assess both direct and mediated relationships among the variables. The results indicate that all the examined factors significantly contribute to the repurchase decision, either directly or indirectly through customer loyalty and user attitude. These findings highlight that a satisfying, interactive, and personalized digital experience can foster emotional attachment and increase the likelihood of users continuing or recommending the service.

This study not only contributes to the academic discourse on digital marketing in the subscription economy but also offers practical insights for digital service providers. Companies are encouraged to enhance content discovery features, strengthen meaningful social connections among users, and maintain consistent service quality. By delivering a holistic user experience emotionally and functionally platforms like Spotify can build long-term engagement and strengthen their competitive position in the dynamic digital landscape.

Keywords: *Ubiquity, New Content Discovery, Social Connectivity, Destination Loyalty, E-satisfaction, Repurchase Decision*

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